



WUPW

ORDER

Print Date 05/30/12

Page 1 of 2

Flight Dates 06/05/12-06/11/12

Contract / Revision 771425 /

Original Date / Revision
05/22/12 05/23/12

Advertiser Crossroads GPS

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product

Crossroads GPS C

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office P-PH

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 647

Alt Order # 6817691

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P15

Advertiser Ref

Primary Account Executive
Anjie Brady

Account Executive	Order%	Start Date	End Date
Anjie Brady	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
ETOL	%	
TTWB	%	
WGTE	%	
WLMB	%	
WNWO	%	
WTOL	%	
WTVG	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	7	\$633.25	\$745.00	0.00	05/28/12	06/11/12	7	\$633.25	\$745.00
Totals	7	\$633.25	\$745.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WUPW	06/06/12	06/06/12	People's Court 3-4p M-FComm The People's Court	M-F	3-4 PM	--1----	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	--1----					1	\$50.00		0.00			
2	WUPW	06/08/12	06/08/12	People's Court 3-4p M-FComm The People's Court	M-F	3-4 PM	----1--	:30	1	\$50.00	P 4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	----1--					1	\$50.00		0.00			
3	WUPW	06/05/12	06/05/12	Late News M-F Fox Toledo News at 10P	Comm	10-11p	-1-----	:30	1	\$175.00	P 5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	-1-----					1	\$175.00		0.00			
4	WUPW	06/08/12	06/08/12	Late News M-F Fox Toledo News at 10P	Comm	10-11p	----1--	:30	1	\$175.00	P 5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	----1--					1	\$175.00		0.00			



Page 2 of 2

Hiatus Dates

Order Sep 00:15:00

Product Crossroads GPS C

Estimate # 647

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
5	WUPW	06/11/12	06/11/12	Lata News M-F Fox Toledo News at 10PM	Comm	10-11p	1-----	:30	1	\$175.00	P 5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		06/11/12	06/17/12	1-----		1		\$175.00		0.00					
6	WUPW	06/07/12	06/07/12	Seinfeld - A 11-1130p M-F Seinfeld	Comm	M-F 11-1130p	---1---	:30	1	\$75.00	P 5	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		06/04/12	06/10/12	---1---		1		\$75.00		0.00					
7	WUPW	06/10/12	06/10/12	FOX News Sunday Fox News Sunday	Comm	Fox News Sunday	-----1	:30	1	\$45.00	P 2	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		06/04/12	06/10/12	-----1		1		\$45.00		0.00					
Totals														7	\$745.00